

Rep Order# 6809956 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Printed: 04/16/2012 2:49 PM
Last Received: 04/13/2012 3:20 PM

3 of 6

Station KSNV-TV LAS VEGAS, NV.

Advertiser () NRSC
Product NRSC 2012

Estimate# JESSICA MURRAY
Buyer Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 10/31/2012 - 11/06/2012

Hiatus Weeks

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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22	M		4P-430P	Buyline Comment: NEWS	:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
23	M		430P-5P	Buyline Comment: NEWS	:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
24	W-F		430P-5P	Buyline Comment: NEWS	:30	\$700.00	10/31-11/02	3	1	3	\$2,100.00	
25	W-F		5P-630P	Buyline Comment: NEWS	:30	\$1,100.00	11/05-11/05	1	1	1	\$3,300.00	
26	M		5P-630P	Buyline Comment: NEWS	:30	\$1,100.00	11/05-11/05	1	1	1	\$1,100.00	
27	M		7P-730P	Buyline Comment: NEWS	:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	
28	W-F		7P-730P	Buyline Comment: JEP	:30	\$1,200.00	10/31-11/02	3	1	3	\$3,600.00	
29	W-F		730P-8P	Buyline Comment: WHEEL	:30	\$1,200.00	10/31-11/02	3	1	3	\$3,600.00	
30	M		730P-8P	Buyline Comment: WHEEL	:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	
31	M		11P-1135P	Buyline Comment: NEWS	:30	\$1,100.00	11/05-11/05	1	1	1	\$1,100.00	
32	W-F		11P-1135P	Buyline Comment: NEWS	:30	\$1,100.00	10/31-11/02	3	1	3	\$3,300.00	

Showing Buylines: All Lines

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

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Showing Bnylines: All Lines

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Station	KSNV-TV LAS VEGAS, NV.				Traffic Order# 100316		Printed:	04/16/2012 2:49 PM
Advertiser	().NRSC				Last Received:		04/13/2012 3:20 PM	
Product	NRSC 2012				Showing Bnylines: All Lines			
Estimate#								
Buyer	JESSICA MURRAY							
Phone#								
Fax#								
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week # of Weeks
Flight Dates	10/31/2012 - 11/06/2012				Total Spots		Total Cost.	Daypart
Hiatus Weeks								
43	---	---	---	---	---	---	---	---
44	SU	1130P-1A			:30	\$1,400.00	11/03-11/03	1 1 1
		Buyline Comment:	SNL					
45	SU	6A-7A			:30	\$350.00	11/04-11/04	1 1 1
		Buyline Comment:	NEWS					
46	SU	7A-8A			:30	\$500.00	11/04-11/04	1 1 1
		Buyline Comment:	SUN TODAY					
47	SU	8A-9A			:30	\$1,300.00	11/04-11/04	1 1 1
		Buyline Comment:	MTP					
48	SU	9A-930A			:30	\$500.00	11/04-11/04	1 1 1
		Buyline Comment:	NEWS					
49	SU	930A-10A			:30	\$500.00	11/04-11/04	1 1 1
		Buyline Comment:	CHRIS					
50	SU	530P-830P			:30	\$500.00	11/04-11/04	1 1 1
		Buyline Comment:	SNF					
51	SU	830P-930P			:30	\$6,500.00	11/04-11/04	1 1 1
		Buyline Comment:	NEWS AFTER GAME					
52	SU	11P-1135P			:30	\$1,000.00	11/04-11/04	1 1 1
		Buyline Comment:	NEWS					

—REPORT TOTALS—

Report Totals: 116 / \$80,675.00

—SALES MONTHLY TOTALS—

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Advertiser () NRSC
Product NRSC 2012
Estimate#

Buyer JESSICA MURRAY
Phone#
Fax#

Nov 12: 116 / \$80,675.00
Sales Totals: 116 / \$80,675.00
Station Totals: 116 / \$80,675.00
Lines not sent/rclcd/rtrn: 0 / \$0.00

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Flight Dates 10/31/2012 - 11/06/2012
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—COMPETITIVE—

Market Totals	CATV	KBLR	KING	KLAS	KSNV
\$260,242	0%	0%	0%	31%	31%
KTNU	1.7%	1%	KVCM	2%	KVVU
XXXX	0%		KVMY		1.7%

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

— CREDIT RISK —
CASH IN ADVANCE